

WHAT IS CLAIMED IS:

1. A mail-order business system comprising:

a terminal device for receiving and displaying a homepage  
5 information and a management information of goods/service sold by  
a mail-order firm through any one of a television broadcast and  
a communication network; and

a mobile communication apparatus for receiving said  
management information displayed on said terminal device and  
transmitting an offer data of purchase of the goods/service to the  
mail-order firm,

wherein said mobile communication apparatus comprises:

optical signal receiving means for optically reading said  
management information, which is formed by optical signals,  
displayed on said terminal device;

designating means for designating a purchaser's desired  
goods/service;

offer data generating means for generating said offer data  
of the designated goods/service based on said management  
20 information optically read out by said optical signal receiving  
means; and

transmitting/receiving means for transmitting said offer  
data to the mail-order firm and receiving a confirmation data from  
the mail-order firm.

25 2. The mail-order business system according to claim 1, further  
comprising:

instruction means for instructing a distributor and a service provider to supply the designated goods/service to the purchaser when said offer data is transmitted to the mail-order firm; and

settlement means for settling an account of the goods/service.

3. The mail-order business system according to claim 1, wherein said management information includes an identification code data of the mail-order firm containing a telephone number thereof, an identification code data for identifying the goods/service, and a time data for showing day and time of the broadcast.

4. The mail-order business system according to claim 1, wherein said mobile communication apparatus further comprises:

collating means for collating the designated goods/service with said management information, said collated data being fed to said offer data generating means.

5. The mail-order business system according to claim 1, wherein said mobile communication apparatus further comprises:

a central processing unit for integrating each means;  
analyzing means for analyzing encrypted management data sent from said terminal device;

storage means for storing the analyzed data;  
display means for displaying the generated offer data and the confirmation data; and

hysteresis storage means for storing a hysteresis data

including the offer data and the confirmation data.

6. The mail-order business system according to claim 4, wherein said mobile communication apparatus further comprises:

5 a central processing unit for integrating each means;  
analyzing means for analyzing encrypted management data sent from said terminal device;

storage means for storing the analyzed data;

display means for displaying the generated offer data and the confirmation data; and

hysteresis storage means for storing a hysteresis data including the offer data and the confirmation data.

7. The mail-order business system according to claim 1, wherein said terminal device is a television set.

8. The mail-order business system according to claim 1, wherein said mobile communication apparatus is a cellular phone.

20 9. A mail-order business system comprising:

a terminal device for receiving and displaying a homepage information and a management information of goods/service sold by a mail-order firm through any one of a television broadcast and a communication network; and

25 a mobile communication apparatus for receiving said management information displayed on said terminal device and transmitting an offer data of purchase of the goods/service to the

mail-order firm,

wherein said mobile communication apparatus comprises:

an optical signal receiver for optically reading said management information, which is formed by optical signals, displayed on said terminal device;

an operation unit for designating a purchaser's desired goods/service;

an offer data generator for generating said offer data of the designated goods/service based on said management information optically read out by said optical signal receiving means; and

a transmitter/receiver for transmitting said offer data to the mail-order firm and receiving a confirmation data from the mail-order firm.

10. The mail-order business system according to claim 9, further comprising:

an instruction section for instructing a distributor and a service provider to supply the designated goods/service to the purchaser when said offer data is transmitted to the mail-order firm, said instruction section being included in a database server of the mail-order firm; and

settlement section for settling an account of the goods/service, said settlement section being connected with the database server.

11. The mail-order business system according to claim 9, wherein said management information includes an identification code data

of the mail-order firm containing a telephone number thereof, an identification code data for identifying the goods/service, and a time data for showing day and time of the broadcast.

12. The mail-order business system according to claim 9, wherein said mobile communication apparatus further comprises:

a collator for collating the designated goods/service with said management information, said collated data being fed to said offer data generator.

13. The mail-order business system according to claim 9, wherein said mobile communication apparatus further comprises:

a central processing unit for integrating each unit;

an analyzer for analyzing encrypted management data sent from said terminal device;

a storage unit for storing the analyzed data;

a display unit for displaying the generated offer data and the confirmation data; and

a hysteresis storage unit for storing a hysteresis data including the offer data and the confirmation data.

14. The mail-order business system according to claim 12, wherein said mobile communication apparatus further comprises:

a central processing unit for integrating each unit;

an analyzer for analyzing encrypted management data sent from said terminal device;

a storage unit for storing the analyzed data;

a display unit for displaying the generated offer data and the confirmation data; and

a hysteresis storage unit for storing a hysteresis data including the offer data and the confirmation data.

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15. The mail-order business system according to claim 9, wherein said terminal device is a television set.

16. The mail-order business system according to claim 9, wherein said mobile communication apparatus is a cellular phone.

17. A method for a mail-order business, said method comprising the steps of:

displaying a homepage information and a management information of goods/service sold by a mail-order firm through any one of a television broadcast and a communication network on a terminal device of a purchaser;

optically reading said management information, which is formed by optical signals, displayed on said terminal device by an optical signal receiver of a mobile communication apparatus of the purchaser;

designating a purchaser's desired goods/service by an operation of said mobile communication apparatus;

generating an offer data of the designated goods/service based on said optically read out management information and said designated goods/service;

transmitting said offer data to the mail-order firm; and

receiving a confirmation data thereof from the mail-order firm.

18. The method for the mail-order business according to claim 17,  
5 said method further comprising the steps of:

instructing a distributor and a service provider to supply the designated goods/service to the purchaser when said offer data is transmitted to the mail-order firm; and

settling an account of the goods/service after the designated goods/service is supplied.

19. The method for the mail-order business according to claim 17, wherein said step of generating the offer data includes a step of collating said designated data and said management data.

20. The method for a mail-order business according to claim 17, said method further comprising the steps of:

analyzing encrypted management data sent from said terminal device by an analyzer of the mobile communication apparatus;

20 storing the analyzed data by a storage unit of the mobile communication apparatus;

displaying the generated offer data for confirmation of the purchaser by a display unit of the mobile communication apparatus; and

25 storing a hysteresis data including the offer data and the confirmation data by a hysteresis storage unit of the mobile communication apparatus.